

Amendments to the Specification:

Please replace Paragraph No. 0054 with the following rewritten paragraph:

-- [0054] Referring to Figures 2 and 3, the housing 60 has a base member in the nature of a cross-member 66 which extends transversely along the bottom of the housing 60, and a plurality of upstanding walls that define an open-topped, four-sided enclosure 68. Preferably, the cross-member 66 does not span the entire footprint of the housing 60 such that the bottom thereof is substantially open. This, however, need not be the case in other embodiments. In an alternate embodiment, the base member could extend about the footprint of the housing to fully enclose the bottom thereof. Moreover, such a base member could be provided with a plurality of feet (~~not shown~~) 183 mounted to its underside for supporting the housing at a desired height above the floor. If desired, the feet 183 could be of the self-leveling type to compensate for any unevenness in the floor.

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Please replace Paragraph No. 0059 with the following rewritten paragraph:

-- [0059] The front wall 70 is hinged for movement along one of the corners 92 of the housing 60 to define an inlet door 96. The inlet door 96 is moveable between an open position 98 (best shown in Figures 6a and 6b) and a closed position 100 (best shown in Figure 1). When in the open position 98, the inlet door 96 permits access to the interior loading space 94 defined within the

enclosure 68. The retail merchandising apparatus 40 further includes locking means 102 for maintaining the inlet door 96 in the closed position 100. While in the preferred embodiment, the locking means 102 includes a latch mechanism 103, it will be appreciated that any suitable locking mechanism may be employed. Persons having ordinary skill in the art will appreciate that suitable locking mechanisms (provided as part of the locking means 102) may include, among other things, magnetic solenoid locking mechanisms and other electrically actuatable locking mechanisms. --

Please replace Paragraph No. 0068 with the following rewritten paragraph:

-- [0068] The control means 58 may also be provided with additional functionality. For instance, as a safety measure, the control means 58 may be operable to disable the electric drive motor 112 when the inlet door 96 is in the open position 98 or when the locking means 102 is disengaged. Additionally, in other applications, it may be desirable for the control means 58 to be operable to engage the locking means 102 to maintain the inlet door 96 in the closed position 100 while the lifting means 52 moves the pallet support means 50. Persons having ordinary skill in the art will appreciate that the control means 58 – in engaging, for example, an electrically actuatable embodiment of the locking means 102 – may be operable to electrically disable the locking means 102, so as to maintain the inlet door 96 in the closed position 100 while the lifting means 52 moves the pallet support means 50. --

Please replace Paragraph Nos. 0086-0087 with the following rewritten paragraphs:

– [0086] Other arrangements of the frame member and protective sheet are also possible. For instance, in an alternative embodiment, a protective sheet generally similar to protective sheet 198 could be provided with substantially opaque, contiguous margins extending about its periphery. The opaque margins would co-operate with each other to define a clear, central viewing window through which the poster may be seen. In this alternative embodiment, the protective sheet would overlie the frame member and be hingedly connected 199 thereto to thereby allow the protective sheet to be moved between an open, non-viewing position and a closed, viewing position. In the open, non-viewing position, the station formed within the frame member would be accessible to permit the poster to be placed therein, and to be removed therefrom, as needed. When the protective sheet is in the closed, viewing position, the poster would be readily visible to the customer through the viewing window. In this position, the opaque margins of the protective sheet would conceal the frame member disposed therebeneath.

[0087] In addition, securing means in the nature of a closure member could be provided to maintain the protective sheet in the closed, viewing position. Such a closure member could be a latch 201 or a hook-and-eye 203 fastener. Alternatively, the closure member could be magnetic in nature. More specifically, such a closure member could include one of the opposing surfaces of the protective sheet and the frame member being magnetic and the other of the

opposing surfaces thereof being ferric to thereby magnetically maintain the protective sheet in the closed, viewing position when the one and the other of the surfaces abut. --